

Message Text

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44

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 INT-05 OES-05 AID-05

OPIC-06 RSC-01 /040 W

----- 044487

R 011350Z DEC 74

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 9432

INFO AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

UNCLAS JIDDA 7047

DEPT: PASS COMMERCE FOR CAGNE

E.O.: 11652: N/A

TAGS: BEXP, BGEN, SA

SUBJ: WESTINGHOUSE AND DESALINATION

1. J.D. HAIGHT, WESTINGHOUSE VICE PRESIDENT FOR CORPORATE COORDINATION IN THE MIDDLE EAST, (RESIDENT IN BEIRUT) CALLED ON THE AMBASSADOR ON NOV 26 TO DESCRIBE HIS COMPANY'S PLANS FOR A MORE CONCENTRATED EFFORT IN THIS MARKET. HE SAID THAT, AMONG OTHER THINGS, THEY HOPED TO OPEN AN OFFICE IN RIYADH OR JIDDA. HE MENTIONED THE INTENSE INTEREST OF ALMOST EVERY COUNTRY IN THE REGION IN GETTING WESTINGHOUSE MANUFACTURING FACILITIES, AND THE PROBLEM THAT THEY ALL EXPECT TO BE EXPORTERS OF SUCH PRODUCTION WHILE NO ONE PLANS TO BE AN IMPORTER.

2. WE SEIZED THE OCCASION TO LAMENT AT LENGTH THE WESTINGHOUSE FAILURE TO RESPOND TO THE ENORMOUS OPPORTUNITIES IN DESALINATION IN THIS REGION. AMONG THE EXCUSES CITED BY HAIGHT WAS THE POOR ECONOMICS OF SHIPPING FROM THE U.S. AWKWARDLY-SHAPED TUBING AND OTHER EVAPORATOR EQUIPMENT WHICH OCCUPY SPACE DISPROPORTIONATE TO ITS VALUE. THE AMBASSADOR SUGGESTED THAT WESTINGHOUSE MIGHT SET UP A LICENSING OR OTHER

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ARRANGEMENT IN EGYPT FOR FABRICATION OF SUCH RELATIVELY SIMPLE

COMPONENTS THERE, TO REDUCE THE "SHIPPING OF AIR" PROBLEM,
WITH ONLY THE KEY, HIGH-VALUE COMPONENTS SUCH AS THE POWER
GENERATORS SUPPLIED FROM THE U.S. HAIGHT LIKED THIS IDEA, AND
SAID HE WOULD BRING IT UP WITH WESTINGHOUSE MANAGEMENT.
AKINS

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